

## Press Release 04

Abidjan / Heidelberg, 11 October 2024

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**The 2<sup>nd</sup> edition of agrofood & plastprintpack West Africa and Afrik'Embal 2024 was opened by the Minister of State, Minister of Agriculture, Rural Development and Food Production, H.E. Mr Kobenan Adjoumani.**

### **Exhibitors from 17 countries displayed adapted solutions for the Ivorian and West African markets**

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(Heidelberg / Abidjan) After the great success of agrofood & plastprintpack West Africa in Abidjan in 2018 and a long Covid-related break, fairtrade and their local Ivorian partners 2A and APECI were now back to Côte d'Ivoire and Francophone West Africa in the brand-new Abidjan Parc des Expositions from 08 to 10 October 2024.

On October 08, agrofood & plastprintpack West Africa and Afrik'Embal 2024 was opened with great fanfare by the Minister of State, Minister of Agriculture, Rural Development and Food Production, H.E. Mr Kobenan Adjoumani.

Earlier, representatives of the Ministry of Trade and Industry, as well as the ambassadors and economic attachés from Germany and Italy and the Association Ivoirienne de l'Emballage APECI had underlined their commitment to professional cooperation in their respective speeches.

The 2024 edition was a highly international affair as [78 exhibitors from as many as 17 countries](#) presented customized solutions for the Ivorian and West African markets. The exhibitors came from Algeria, Austria, China, Côte d'Ivoire, Egypt, France, Germany, India, Iran, Italy, Morocco, Nigeria, South Africa, Sri Lanka, Taiwan, Tunisia, Türkiye and the United Arab Emirates.

The exhibition was complemented by [a high-profile conference programme with panel discussions and presentations](#).

### **Nouvelle Mici Embaci NME was the LEAD SPONSOR**

Nouvelle Mici Embaci NME was the event's LEAD SPONSOR. Founded in 1983, Nouvelle Mici Embaci employs 1,500 staff. A leader in cardboard packaging, industrial printing, cardboard boxes and polypropylene bags, NME's customers include major local and multinational companies in French-speaking West Africa. The company also has a high-capacity cardboard waste recycling unit.

### **Zakka Multitec was the REGISTRATION SPONSOR**

Founded in 1942 in Beirut, Zakka Multitec stands at the forefront as a premier provider of industrial machines and complete lines for the Food, Beverage, Dairy and Personal & Home Care sectors.

## Strong institutional support for agrofood & plastprintpack West Africa and Afrik'Embal 2024

- Ministry of State, Ministry of Agriculture, Rural Development and Food Production
- Ministry of Commerce and Industry of Côte d'Ivoire
- APECI - Association of Packaging Professionals in Côte d'Ivoire
- Embassies of Austria, France, Germany, India, Italy, the Netherlands and Türkiye
- Advantage Austria
- AHK - Delegation of German Industry and Commerce in Côte d'Ivoire
- APO Africa Packaging Organisation
- BELUCI - Chambre de commerce belge et luxembourgeoise de Côte d'Ivoire
- Business France
- Chambre d'Agriculture de Côte d'Ivoire
- CEPICI - Investment Promotion Centre of Côte d'Ivoire
- FedA-CI
- ITA - Italian Trade Agency

## Facts and figures on Côte d'Ivoire's food and plastprintpack market: Côte d'Ivoire is the second largest investor in the food technology, packaging and plastics sectors in West Africa.

- **Food and packaging technology:** Côte d'Ivoire's investments in food & beverage technology show an annual increase of 14.4%, from €68 million in 2017 to €152 million in 2023. As such, Côte d'Ivoire is the second-largest investor in food and packaging technology in West Africa, after Nigeria. (VDMA)
- **Food trade with Côte d'Ivoire:** With a trade volume of 10,5 billion dollars, Côte d'Ivoire is the largest food market in West Africa, ahead of Nigeria with 8.6 billion dollars. According to the World Trade Organisation (WTO), Côte d'Ivoire imported foodstuffs worth USD 3.2 billion and exported foodstuffs worth USD 7.3 billion in 2022. Food trade with Côte d'Ivoire is therefore worth USD 10.5 billion.

## The plastprintpack sector offers major business opportunities.

- **Plastics technology:** Côte d'Ivoire's imports of plastics technology have risen from €31 million in 2019 to €62 million in 2023. As such, Côte d'Ivoire represents the second largest investor in plastics technology in West Africa after Nigeria. West African imports of plastics technology have more than doubled in recent years, rising from €144 million in 2016 to exactly €300 million in 2023, representing average annual growth of 11%. The main West African import markets for plastics technology - in addition to Nigeria - are, in this order, Côte d'Ivoire, Ghana, Senegal and Togo. (VDMA).
- **Printing and paper technology:** From €93 million in 2017 to €146 million in 2022: West African imports of printing and paper converting technology show an annual increase of 9.4%. (VDMA)
- **Packaging technology:** Ivorian imports of packaging technology have risen from €24 million in 2020 to €58 million in 2023. West Africa imported packaging technology worth €392 million in 2022, an annual increase of 7.2% compared to €240 million in 2016. (VDMA)

For more information:

[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)

[www.ppp-westafrica.com](http://www.ppp-westafrica.com)

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## About the organisers

### About fairtrade Messe, 2A and APECI

**fairtrade Messe** has been at the forefront of international trade fair organisation since 1991. Since 2008, fairtrade has been leading the agrofood & plastprintpack trade fair series in Africa, covering Algeria since 2008, Ghana since 2013, Nigeria since 2015, Ethiopia since 2017 and Côte d'Ivoire since 2018.

**2A Consulting** is an event and marketing consultancy founded in 2013. Our expertise and the quality of our work are recognised in Côte d'Ivoire and the sub-region. Our head office is located in Abidjan. 2A Consulting is approved by the Conseil Supérieur de la Publicité (CSP).

**The Association des Professionnels de l'Emballage en Côte d'Ivoire APECI** is an association of Ivorian packaging professionals and experts. Having obtained government approval in July 2022, APECI further strengthened its international presence by joining the renowned World Packaging Organisation (WPO) in October 2022. The association's activities focus on 3 major areas, training and upgrading, market research and marketing and promotion of packaging.

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